

This listing of claims will replace all prior versions and listings of claims in the Application.

LISTING OF CLAIMS:

1. **(Currently Amended)** A method for enabling a user to transact an anonymous on-line transaction, the method comprising:
 - displaying a transaction interface that includes on-line transaction information;
 - concurrently displaying an anonymous user interface along with the transaction interface, wherein the anonymous user interface provides the user with a plurality of options that enable the user to initiate an on-line transaction;
 - accessing a first profile comprising user data when the user activates at least one of the plurality of options associated with the anonymous user interface;
 - generating a second profile linked to the first profile, wherein the second profile comprises anonymous data associated with the user; and
 - communicating, without user interaction, the anonymous data from the second profile to the transaction interface to enable completion of the on-line transaction.
2. **(Original)** The method of claim 1, wherein the anonymous data further comprises:
 - a single use transaction number that is associated with a user credit card account.
3. **(Original)** The method of claim 1, wherein the anonymous data further comprises:
 - an alias name that substitutes for the user's legal name.
4. **(Original)** The method of claim 1, wherein the anonymous data further comprises:

an anonymous address that is associated with a user's delivery address.

5. **(Original)** The method of claim 1, wherein the step of accessing a first profile further comprises:

accessing the first profile over a secured communication path.

6. **(Currently Amended)** A system for enabling a user to transact an anonymous on-line transaction, the system comprising:

a transaction interface that displays on-line transaction information;

an anonymous user interface displayed concurrently with the transaction interface,

wherein the anonymous user interface provides a user with a plurality of options to enable the user to initiate an on-line transaction;

a profile access initiator that accesses a first profile when the user activates at least one of the plurality of options associated with the anonymous user interface, wherein the first profile comprises user data;

a profile generator that generates a second profile linked to the first profile, wherein; the second profile comprises anonymous data associated with the user; and

an anonymous data communicator that communicates, without user interaction, the anonymous data from the second profile to the transaction interface to enable completion of the on-line transaction.

7. **(Original)** The system of claim 6, wherein the anonymous data further comprises:

a single use transaction number that is associated with a user credit card account.

8. **(Original)** The system of claim 6, wherein the anonymous data further comprises:
an alias name that substitutes for the user's legal name.
9. **(Original)** The system of claim 6, wherein the anonymous data further comprises:
an anonymous address that is associated with a user's delivery address.
10. **(Original)** The system of claim 6, wherein the profile access initiator further comprises:
a secure access initiator for accessing the first profile over a secured communication path.
11. **(Currently Amended)** A system for enabling a user to transact an anonymous on-line transaction, the system comprising:
a transaction interface that displays on-line transaction information;
an anonymous user interface that enables the user to initiate an on-line transaction;
a profile access initiator that accesses a first profile when the user activates at least one of the plurality of options associated with the anonymous user interface, wherein the first profile is stored locally on a user terminal and includes user data;
a profile generator that generates a second profile that is linked to the first profile,
wherein the second profile comprises anonymous data associated with the user; and

an anonymous data communicator that communicates, without user interaction, the anonymous data from the second profile to the transaction interface to enable completion of the on-line transaction.

12. **(Previously Presented)** The system of claim 11, wherein the anonymous data further comprises:

a single use transaction number that is associated with a user credit card account.

13. **(Previously Presented)** The system of claim 11, wherein the anonymous data further comprises:

an alias name that substitutes for the user's legal name.

14. **(Previously Presented)** The system of claim 11, wherein the anonymous data further comprises:

an anonymous address that is associated with a user's delivery address.

15. **(Previously Presented)** The system of claim 11, wherein the profile access initiator further comprises:

a secure access initiator for accessing the first profile over a secured communication path.

16. **(New)** A method for enabling a user to transact an anonymous on-line transaction via an Internet browser, the method comprising:

providing an Internet browser interface that includes a transaction interface having on-line transaction information;

providing an anonymous shopping interface;

concurrently displaying the anonymous shopping interface along with the transaction interface, wherein the anonymous shopping interface is displayed whenever the Internet browser interface is displayed;

accessing a first profile comprising user data when the user activates at least one of the plurality of options associated with the anonymous user interface;

generating a second profile linked to the first profile, wherein the second profile comprises anonymous data associated with the user; and

communicating the anonymous data from the second profile to the transaction interface to enable completion of the on-line transaction.

17. **(New)** A system for enabling a user to transact an anonymous on-line transaction using an Internet browser, the system comprising:

an Internet browser interface that includes a transaction interface having on-line transaction information;

an anonymous shopping interface displayed concurrently with the transaction interface that enables the user to initiate an on-line transaction, wherein the anonymous shopping interface is displayed whenever the Internet browser interface is displayed;

a profile access initiator that accesses a first profile when the user activates at least one of the plurality of options associated with the anonymous user interface,;

a profile generator that generates a second profile that is linked to the first profile,
wherein the second profile comprises anonymous data associated with the user; and
an anonymous data communicator that communicates the anonymous data from the
second profile to the transaction interface to enable completion of the on-line transaction.

18. (New) The system of claim 17 wherein the anonymous shopping interface is an anonymous shopping toolbar.
19. (New) The system of claim 17 wherein the anonymous shopping interface is a window overlaying the transaction interface.